Order / Rev: 1277761 Orders Alt Order #:

08328178

REED FOR CONGRESS Product Desc: Estimate:

C11C17

Flight Dates:

10/11/16 - 10/17/16

Original Date / Rev:

Order Type:

07/20/16 / 10/10/16

Political

Primary AE:

Sales Office:

Sales Region:

WGRZ Jim Quinn

T-PHI

NAT

Cash

Broadcast

Agency Name:

Buying Contact: Billing Contact:

1427 Leslie Avenue

Alexandria, VA 22301

Smart Media Group Inc/ POL

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

WEEKLY 15%

Advertiser

Name:

Reed, Tom / Republican / Congress

Demographic:

A35+

Product Codes:

PL-US House Representative

Priority:

P04-GB

Revenue Codes:

AGY, (POL) Political, (POL) Candidate

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

00:15:00

98895 7611AG

General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/10/16	10/16/16	33	\$12,130.00	\$10,310.50
10/17/16	10/23/16	9	\$3,720.00	\$3,162.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	42	\$15,850.00	\$13,472.50	0.00
Totals	42	\$15.850.00	\$13,472,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total		
WGRZ	34%	\$15,850.00		
Market	100%	\$46,617.65		

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$17,714.71
WKBW	16%	\$7,458.82
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$466.18
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$5,127.94

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
E 6 WGRZ	10/17/16	10/17/16	Today Show	CM	Today Show	M	:30	1	\$300.00 P04-(0.00 NM	1	\$300.00
			Today Show								
NULL TO	DAY SH	OW									
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/1	7/16	10/23/16	M	1	\$300.00	0.00					
E 7 WGRZ	10/17/16	10/17/16		CM	8p-11p	M	:30	1	\$1,400.00P04-(0.00 NM	1	\$1,400.00

Print Date: 10/11/16 16:58:23

WGRZ

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C11C17

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
EII OII	Otart	Lita	Mon Prime Other							3 ,1	1162070	i
		_	Mon Prime Spec	ial	(8:00 PM-10:0	00 PM)						
	THE VOIC		Westeleye	Cnote/Mook	Pato	Poting				Ĭ		
¥ Week: 1	0/17/16	End Date 10/23/16	Weekdays M	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
		6 10/15/16	Local News @ 6p		6p-630p	S-	:30	1	\$400.00P04-0	0.00 NM	1	\$400.00
			Sat News		(6:00 PM-6:3	0 PM)						
		VS AT 6PM	Fair addiscovering contracts of the con-	A SHALL CONTRACTOR OF THE STATE	5.	D. //				- 1		
<u>S</u> Week: 1	Start Date	End Date 10/16/16	Weekdays S-	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00				- 1		
			Today Show Sa	CM	7a-9a	S-	:30	1	\$225.00P04-0	0.00 NM	1	\$225.00
L 3 VIOI	2 10/13/1	0 10/10/10	NBC Today Show		7 4 04	J	.00	•	7	1,001		*
NULL	SATURDA	Y TODAY S	WOH							- 1		
-	Start Date	End Date	Weekdays S-	Spots/Week	Rate	Rating 0.00				- 1		
Week: 1		10/16/16	NFL Su Night Ga	me CM	\$225.00	SeasS	:30	1	\$1,400.00P04-0	0.00 NM	1	\$1,400.00
EIIWGR	(2 10/16/1	0 10/10/10	NFL Regular Sea		(8:15 PM-11:		,50		ψ1, 1 00.001 04 €	0,00 14,00		Ψ1,400.00
NULL	NFL SUN	KC/PIT 10/2	•		,	,				- 1		
-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 1		10/16/16	S		\$1,400.00	0.00	:30	- 1	\$1,600.00P04-0	0.00 NIM	1	\$1,600.00
E 12 WGR	RZ 10/13/1	6 10/13/16	Thu Prime C Thu Prime C	СМ	10p-11p		.30	'	\$1,600,00104-0	U.UU INIM	'	\$1,000.00
NULL	THE BLAC	CKLIST	That time o							- 1		
9	Start Date	End Date	Weekdays	Spots/Week		Rating				- 1		
Week: 1		10/16/16	T		\$1,600.00	0.00			4-50 00 504 0	0.00 1.04		4554.44
E 14 WGF	RZ 10/13/1	6 10/13/16	Local News @ 6p	M-F CM	6p-630p (6:00 PM-6:3	T	:30	1	\$550.00P04-0	0.00 NM	1	\$550.00
NULL	CH 2 NEV	VS AT 6PM	News at 6		(0.00 PIVI-0.3	O PIVI)				I		
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 1	0/10/16	10/16/16	T	1	\$550.00	0.00						
E 16 WGF	RZ 10/13/1	6 10/13/16	Thu Prime B	CM	9p-10p	T	:30	1	\$1,400.00P04-0	0.00 NM	1	\$1,400.00
NII II I	. CHICAGO	MED	Thu Prime B							- 1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 1	0/10/16	10/16/16	T	1	\$1,400.00	0.00						
E 21 WGF	RZ 10/12/1	6 10/12/16	Wed Prime A	CM	8p-9p	W	:30	1	\$1,125.00P04-0	0.00 NM	1	\$1,125.00
NII II I	. BLINDSP	OΤ	Wed Prime A		(8:00 PM-9:0	0 PM)				- 1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
	0/10/16	10/16/16	W		\$1,125.00	0.00						
N 22 WGF	RZ 10/17/1	6 10/17/16	Mon Prime C	СМ	10p-11p	M	:30	1	\$750.00P04-0	0.00 NM	1	\$750.00
NU II 2	01110400	NACCO.	Mon Prime C							- 1		
	CHICAGO		Name Name O. Co	ME CM	6n 620n		:30	1	\$550.00P04-0	0.00 NM	1	\$550.00
N 23 WGF	RZ 10/11/1	6 10/11/16	Local News @ 6p News at 6	DIVI-F CIVI	6p-630p		130	'	\$550.00F04-0	U.UU INIVI		\$550.00
NULL	. CH 2 NEV	VS AT 6PM	110110 01 0									
N 25 WGF	RZ 10/14/1	6 10/14/16	Local News @ 6	M-F CM	6p-630p	F	:30	1	\$550.00P04-0	0.00 NM	1	\$550.00
			News at 6		(6:00 PM-6:3	0 PM)				- 1		
		VS AT 6PM	101-1-1-1	CustoMask	Doto	Detina				- 1		
	Start Date 10/10/16	End Date 10/16/16	Weekdays	Spots/Week	Rate \$550.00	Rating 0.00				- 1		
			Local News @ 6	M-F CM	6p-630p	M	:30	1	\$550.00P04-0	0.00 NM	1	\$550.00
5			News at 6									
		VS AT 6PM										
N 27 WGF	RZ 10/12/1	6 10/12/16	Local News @ 6	M-F CM	6p-630p	W	:30	1	\$550.00P04-0	0.00 NM	1	\$550.00
KIL II I	CH 2 NEV	VS AT 6PM	News at 6									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/10/16	10/16/16	W	1		0.00						
N 28 WGF	RZ 10/12/1	6 10/12/16	Today Show	CM	Today Show	W	30	1	\$300.00 P04-0	0.00 NM	1	\$300.00
			Today Show									

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Ln Ch Start NULL CH 2 NE		Inventory Code Bre	ak Star	t/End Time	Days	Len Spot	ts	Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	Weekdays Spots/We	ek	Rate Ra	ting				I		
Week: 10/10/16	10/16/16	W		00.00	0.00						
N 29 WGRZ 10/11/	16 10/17/16	Local News @ 430a M-FCM	430-	5a	MTWTF	:30	5	\$50.00P04	-C 0.00 NM	5	\$250.00
		Local News @ 430a M-F							- 1		
Start Date	End Date	Weekdays Spots/We			ting				- 1		
Week: 10/10/16	10/16/16	-TWTF	10000		0.00				- 1		
Week: 10/17/16	10/23/16	M			0.00		_	* =0.0000.4	4 0 00 104		****
N30 WGRZ 10/11/	16 10/17/16	TD Jakes 2-3p CM TD Jakes 2-3p	TD J	akes 2-3p	MTWTF	:30	5	\$50.00P04	-(0.00 NM	4	\$200.00
Start Date	End Date	Weekdays Spots/We	ek	Rate Ra	ting				- 1		
Week: 10/10/16	10/16/16	-TWTF			0.00				- 1		
Week: 10/17/16	10/23/16	M	1 \$	50.00	0.00						
N31 WGRZ 10/11/	16 10/17/16	Today Show 2 CM	9-10	а	MTWTF	:30	5	\$225,00P03	-F 0.00 NM	5	\$1,125.00
		Today Show 2							- 1		
Start Date	End Date	Weekdays Spots/We			ting				- 1		
Week: 10/10/16	10/16/16	-TWTF			0.00				- 1		
Week: 10/17/16	10/23/16	M			0.00						
N 32 WGRZ 10/16	16 10/16/16		12x-1	1230x	S	:30	1	\$20.00P04	-(0.00 NM	1	\$20.00
		Sun 12x-1230x	-0001						- 1		
Start Date	End Date	Weekdays Spots/We			<u>ting</u> 0.00				- 1		
Week: 10/10/16	10/16/16				-20	.20	5	#40E 00 D03	F O OO NIM	5	\$925.00
N 33 WGRZ 10/11	/16 10/17/16	Today Show 3 CM Today Show 3	10-1	Та	MTWTF	:30	5	\$185.00P03	-F U.UU INIVI	5	\$925.00
Start Date	End Date	Weekdays Spots/We	ek	Rate Ra	ting				- 1		
Week: 10/10/16	10/16/16	-TWTF			0.00				- 1		
Week: 10/17/16	10/23/16	M			0.00						
N 34 WGRZ 10/11	16 10/17/16	•	11-1	130a	MTWTF	:30	5	\$210.00P02	-F 0.00 NM	5	\$1,050.00
		Local News @ 11a M-F	0.040						- 1		
Start Date	End Date	Weekdays Spots/We			ting				- 1		
Week: 10/10/16	10/16/16	-TWTF M	2,412,000		0.00 0.00				- 1		
Week: 10/17/16	10/23/16			Daybreak 9a		:30	1	\$420.00 P03	E O OO NM	1	\$420.00
N 35 WGRZ 10/15	/16 10/15/16	Local News @ 9a Sa CM Daybreak Saturday	Satt	Јаургеак ва	-12-	.30	'	\$420.00P03	-F 0.00 INW	ı	\$420.00
N 36 WGRZ 10/16	/16 10/16/16	Local News @ 630a Su CM	630-	7a	S	:30	1	\$210.00P03	-F 0.00 NM	1	\$210.00
		Local News @ 630a Su									
							_		Totals	42	\$15,850.00
									· Julio		± .0,000,00